Questions :

1. What were the primary objectives behind Shell's decision to implement digital collaborative platforms. 3

2. In what ways did the integration of Microsoft 365 tools enhance Shell's internal communications and project management? 4

3. What benefits did Shell gain from adopting Vitrual Rality for safety training and how did it impact employee performance? 4

4. How did Shell ensure the successful integration of new digital platforms with existing systems, and what lessons can be learned from this process. 3

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PG Even Semester Examination, May 2025

BUSINESS ADMINISTRATION

(2nd Semester)

Course No.: DSC-556/CP-206

(Business Analysis and Information System)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. You are the Business Analysis of E-zone, which is an E-commerce company. The company wants to emphasise on more sales. Thus it was decided to design the Algorithm of system with the incorporation of supervised learning. You are to brief the management about supervised learning and unsupervised learning. 14

Or

2. Discuss what do you mean by Business Intelligence. Your company is manufacturing smartphones and the technology is changing rapidly. Your operations team is of the opinion of emphasising Business Intelligence. Discuss how Business Intelligence would benefit in such case. 4+10=14

3. Uses of Data mining are bringing lot of advantages for the business firms. Discuss the

different data mining techniques known to you. 14

Or

4. Discuss what do you mean by social media and web analytics. Explain in brief the uses of Data warehousing. 7+7

5. Discuss the different types of system supporting different levels of management. Explain the different components of Decision Support System. 7+7

Or

6. What do you mean by GDSS? Explain the components of GDSS. Discuss how a GDSS meeting is conducted. 4+5+5

7. Case Study :

Walmart, the World's largest retailer has long been known for its innovative business practices, particularly in logistics and supply chain management. One of the key decision that significantly improved its operations was the implementation of an Enterprise Resource Planning (ERP) System. The company which operates in numerous countries with the thousands of suppliers and distribution centres, needed a solution that would streamline its internal seperations, ensure real-time data accuracy and ultimately reduce costs.

In the early 2000's, Walmart began exploring the use of ERP Software to manage its vast network effectively. After thorough evaluation the company decided to implement SAP, a global leader in ERP systems. The selection of SAP was based on its robust capabilities to handle complex supply chains, inventory management, and procurement process. Walmart know that it needed a customised solution to match its specific business needs, and SAP was capable of being tailored to Walmart's requirements.

Questions :

1. Why did Walmart decide to implement an ERP system and what are the main reasons for choosing SAP as its ERP solutions? 5

2. What challenges did Walmart face during the ERP implementations and how did the company address them? 5

3. How did the ERP system improve Walmart sypply chain management and inventory management process? 4

8. Case Study

Shell, a global energy company, recognised the need to enhance collaboration among its diverse teams spread across various regions. The company aimed to improve communication, streamline workflows, and foster innovations by leveraring digital technological.

To address these challenges Shell Implemented several digital collaborations platform like Shell Ideas 360, Microsoft 365 integration, virtual reality training etc.

Despite the advancement, Shell faced several challenges like employee resistance, data security integration issues etc.